Draw your relay.

The Follow-Through Map for concierge & DPC practices

Every inquiry, from the moment it arrives to a visit on the calendar. One owner per leg, and a backup.

01 Draw the legs.

	OWNER	BACKUP	BY WHEN
1. It arrives (form, voicemail, text, a mention)			
2. Someone sees it			
3. Someone replies, by name			
4. Someone explains the practice in their words			
5. A visit is scheduled before hanging up			
6. They show up			

A role is not an owner. Write a name.

02 Find the floor.

Pull the last ten inquiries. For each one, mark the last leg it reached.

Leg 1: _____ Leg 2: _____ Leg 3: _____ Leg 4: _____ Leg 5: _____ Leg 6: _____

Most of the people who never joined never said no. They were dropped between two legs.

03 The hour.

A reply within the hour, from a person with a name, during staffed hours.

Our reply window: _____ Who sends it, by name: _____

After hours, first thing the next morning. The first reply ends the search.

04 Their words.

"Dr. Patel says the stairs have gotten hard. That's what we work on."

What they said: _____

Our first sentence back: _____

Schedule the visit before hanging up. A date is the only thing that survives the week.

05 Set the standard.

Every inquiry has an owner by name, and a backup for the days that person is out.
No call ends without a date on the calendar.
Once a month, count where the baton hit the floor.

Draw your relay. Name the owner of each leg.
Measure where the baton hits the floor. That's where your growth is.

The leg that drops most: _____

Its owner, by name: _____ Next count, one month out: _____